






Debra S. Serota

Of Counsel

 Boston, MA
New York, NY

 212-765-5070
212-765-5070

 serota@fr.com

Overview

About Debra

Clients turn to Debra for global trademark portfolio review, practical business advice, and strategic approaches for increasing efficiencies with their trademark management. Her practice focuses on global trademark prosecution, counseling, and enforcement, and includes the management of international trademark portfolios, brand strategy, and the selection, clearance, and registration of trademarks. She also develops global trademark enforcement strategies and drafts and negotiates settlement and co-existence agreements.

Prior to joining Fish, Debra spent 10 years as in-house trademark counsel for Reebok International Ltd., managing domestic and international trademark matters for the Reebok brands. She started her career as a trademark examiner at the U.S. Patent and Trademark Office. This background provides her with a unique understanding of the legal and business challenges faced by her clients and the ability to offer practical, strategic advice that is directly in line with her clients' overall business objectives.

Debra represents clients of all sizes in a variety of industries, including consumer products, food and beverage, manufacturing, medical devices, and software.

Focus Areas

Services

- Trademark
- Trademark Counseling and Prosecution
- TTAB Oppositions and Cancellations

Industries

- Consumer Products
- Internet
- Life Sciences
- Medical Devices

Education

J.D. *cum laude*, American University Washington College of Law (1988)

B.S., Human Development Studies, Cornell University (1985)

Recognition

Listed in *World Trademark Review* WTR 1000, Massachusetts, Trademark Prosecution and Strategy (2016 – 2022).